



WEWS

# ORDER

Flight Dates **10/30/12-11/05/12**

Contract / Revision      **303061 /**

Original Date / Revision  
06/27/12    09/24/12

Advertiser **Friends of Brown / Democra**

Agency    **Shorr Johnson Magnus**

Buying Contact

**1831 Chestnut Street  
Philadelphia, PA 19103**

Product

**Candidate. Sherrod Brown 10.30-11**

Agency Com    15%

Billing Contact

**1831 Chestnut Street  
Philadelphia, PA 19103**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **Week # 1**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A18-49

Rev Codes      POL      POL      CAND

Product Codes PL

Priority          P-2

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	68	\$97,495.00	\$114,700.00	0.00
<b>Totals</b>	<b>68</b>	<b>\$97,495.00</b>	<b>\$114,700.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	68	\$97,495.00	\$114,700.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WEWS	10/30/12	11/05/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	33333--	:30	15	\$700.00	P-2	0.00	NM	15	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 3333--					12	\$700.00		0.00			
		Week: 11/05/12	11/11/12	3-----					3	\$700.00		0.00			
E 2	WEWS	10/30/12	11/05/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	22222--	:30	10	\$650.00	P-2	0.00	NM	10	\$6,500.00



**WEWS**

Print Date: 09/24/12

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Contract / Revision      **303061**      Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision    06/27/12/    09/24/12

Order Sep    00:20:00

Advertiser    **Friends of Brown / Democr**    Product **Candidate. Sherrod Brown**    Estimate #    **Week # 1**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WEWS	10/30/12	11/05/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	22222--	:30	10	\$650.00	P-2	0.00	NM	10	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- 2222--					8	\$650.00		0.00			
Week:		11/05/12	11/11/12	2-----					2	\$650.00		0.00			
E 3	WEWS	10/30/12	11/05/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	22222--	:30	10	\$650.00	P-2	0.00	NM	10	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- 2222--					8	\$650.00		0.00			
Week:		11/05/12	11/11/12	2-----					2	\$650.00		0.00			
E 4	WEWS	11/03/12	11/03/12	SA 7PM News SA 7PM News	CM	7-730p	-----S-	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$1,200.00		0.00			
E 5	WEWS	11/04/12	11/04/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$1,200.00		0.00			
E 6	WEWS	10/30/12	11/05/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	11111--	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1111--					4	\$1,200.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
E 7	WEWS	10/30/12	11/05/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	11111--	:30	5	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1111--					4	\$1,800.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$1,800.00		0.00			
E 8	WEWS	10/30/12	11/05/12	M-F 730-8P 730-8p	CM	730-8p	11111--	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1111--					4	\$1,200.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
E 9	WEWS	10/30/12	11/05/12	M-F 7-730p 7-730p	CM	7-730p	11111--	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1111--					4	\$1,200.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
E 10	WEWS	10/30/12	10/30/12	Tuesday Prime C Private Practice	CM	10-11p	-T-----	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$7,000.00		0.00			
E 11	WEWS	11/04/12	11/04/12	Sunday Prime C Revenge	CM	9-10p	-----S	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$6,000.00		0.00			
E 12	WEWS	11/05/12	11/05/12	Monday Prime C Castle	CM	10-11p	M-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$14,000.00		0.00			
E 13	WEWS	11/05/12	11/05/12	Monday DWS Dancing w/ Stars	CM	8-10p	M-----	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00

Contract / Revision **303061** Flight Dates **10/30/12-11/05/12**

## Hiatus Dates

Original Date / Revision 06/27/12/ 09/24/12

Order Sep 00:20:00

Advertiser	Product	Candidate	Estimate #	Week #
Friends of Brown / Democr		Sherrod Brown		1

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	WEWS	11/05/12	11/05/12	Monday DWS Dancing w/ Stars	CM	8-10p	M- - - - -	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		11/05/12	11/11/12	M- - - - -	1		\$18,000.00	0.00							
E 14	WEWS	11/01/12	11/01/12	Thursday Prime B Grey's Anatomy	CM	9-10p	- - - T- - -	:30	1	\$18,000.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	- - - T- - -	1		\$18,000.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WEWS	10/29/12-11/04/12		Thursday Prime B		9-10p	- - - Th- - - -	:30		<del>\$18,000.00</del>		0.00	NM		
Credited															
[Credit. Moved this spot to Thursday 10.25 (different order). ]															
E 15	WEWS	10/30/12	11/05/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF- S	:30	7	\$2,400.00	P-2	0.00	NM	7	\$16,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	- TWTF- S	6		\$2,400.00	0.00							
Week:		11/05/12	11/11/12	M- - - - -	1		\$2,400.00	0.00							
Totals														68	\$114,700.00